



## **Online sales surpass last years by 27% - Retail Excellence**

Retail Excellence, the largest retail representative body in Ireland, today reported a 27% Year on Year increase in online sales through desktop and mobile devices when compared to July 2016. The combined figure is constituted by 13% in sales across desktop devices and 14% on mobile handsets.

The Retail Excellence / StudioForty9 eCommerce Dashboard Report is a monthly publication which has proven to be an invaluable tool for all retailers trading online. The Report calculates key online metrics and allows retailers to benchmark their performance within their individual sector. With the additional benefit of sector data this in turn enables participants to more efficiently analyse the data and plan sales strategy for the busy shopping period which lies ahead.

Commenting on the latest report Retail Excellence eCommerce Manager David Campbell said "We are once again delighted to release the figures for July 2017 online activity. As per earlier indications this year, it is clear that mobile commerce is continuing to grow at an increasing rate. The latest July report highlighted a 45.52% increase in sessions across mobile devices while conversion rates for July 2017 vs July 2016 increased across tablet devices by 20.93%.

"Overall across every device taking into account mobile, desktop and tablet there was a 9.1% YOY increase in bounce rates. In particular, the pharmacy sector has performed strong online across the past 12 months with a YOY conversion rate increase of 2.14%. The footwear sector recorded the lowest bounce rate across desktop devices with 27.17%".

"Our eCommerce Dashboard Report is a beneficial tool for all retailers trading online with the additional insights it provides. As the only representative body in Ireland who compile and publish these statistics it demonstrates important trends in consumer behavior and is a great resource for retailers with an eCommerce website" David Campbell concluded.

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Contact Lorraine Higgins: 087 9034883

### **About Retail Excellence**

Established in 1995, Retail Excellence is owned by the members, for the members. We are an organisation which invests in innovative and exciting learning, market intelligence, human resources services, Government representation and member networking initiatives. Retail Excellence has over 1,750 leading retail companies in Ireland. Our members are the most progressive and innovative retailers. Retail Excellence is by far the largest retail industry body in Ireland.